

CAMPAIGN OBJECTIVE

The campaign aimed to highlight greater purpose, authenticity, and meaningful actions supporting the Johnnie Walker brand and broader societal sustainability by supporting its ESG targets.

We wanted it to positively impact the well-being of people and the environment, rooted in the brand's sustainability principles.

FOCUS AREAS

Positive visibility. Authenticity. Purpose. Tangible actions that contribute to a better society.

KEY THEME

Packaging and waste – a core ESG focus for Johnnie Walker.

PROBLEM WE FACE

In Estonia, the amount of municipal waste generated per capita is lower than the European Union average, but when it comes to recycling municipal waste, **Estonia falls behind the EU average.** By 2035, EU member states are expected to reach a recycling rate of 65%, but in Estonia, the rate is currently only 33%.

Although Estonia's municipal waste recycling rate has slightly improved, it still has not reached the desired level and remains below the EU targets – 55% by 2025 and 65% by 2035. On average, 48% of waste is recycled across the European Union.

Goal: Get more households to sort packages and waste, reduce the proportion of waste, and increase motivation for sorting and waste management.





CAMPAIGN SUMMARY

Johnnie Walker is as passionate about package reduction. We've already eliminated unnecessary packaging from our Red Label and Black Label products, but let's go beyond recycling dreams...

Let's recycle the sound of glass being recycled!

We created a special sound-recording glass class-package container that travelled around the city and encouraged people to bring their empty bottles and cans to this container.

Later, we turn these recorded sounds into a hit song with the help of a well-known Estonian electronic music artist, emphasising the importance of sorting waste and caring for nature.

Throughout the campaign period, we used different PR methods to raise awareness.

Raise awareness and activate through positive examples.

Involve more people in sorting packages daily, and reduce the amount of waste. Bring role models and activate communication through SoMe and IM marketing.

PR AND MEDIA

Increase awareness. Engage more people in daily waste sorting and reducing the amount of waste: CTA news and statistical news from the EU and Estonia, inspirational activities – *individual level*

Collaboration with stakeholders: Pakendiringlus, VTO, Ülemiste City, Telliskivi TLN – *group level*

Help the state and local governments achieve waste management goals and improve Estonia's position in EU statistics – *societal level*

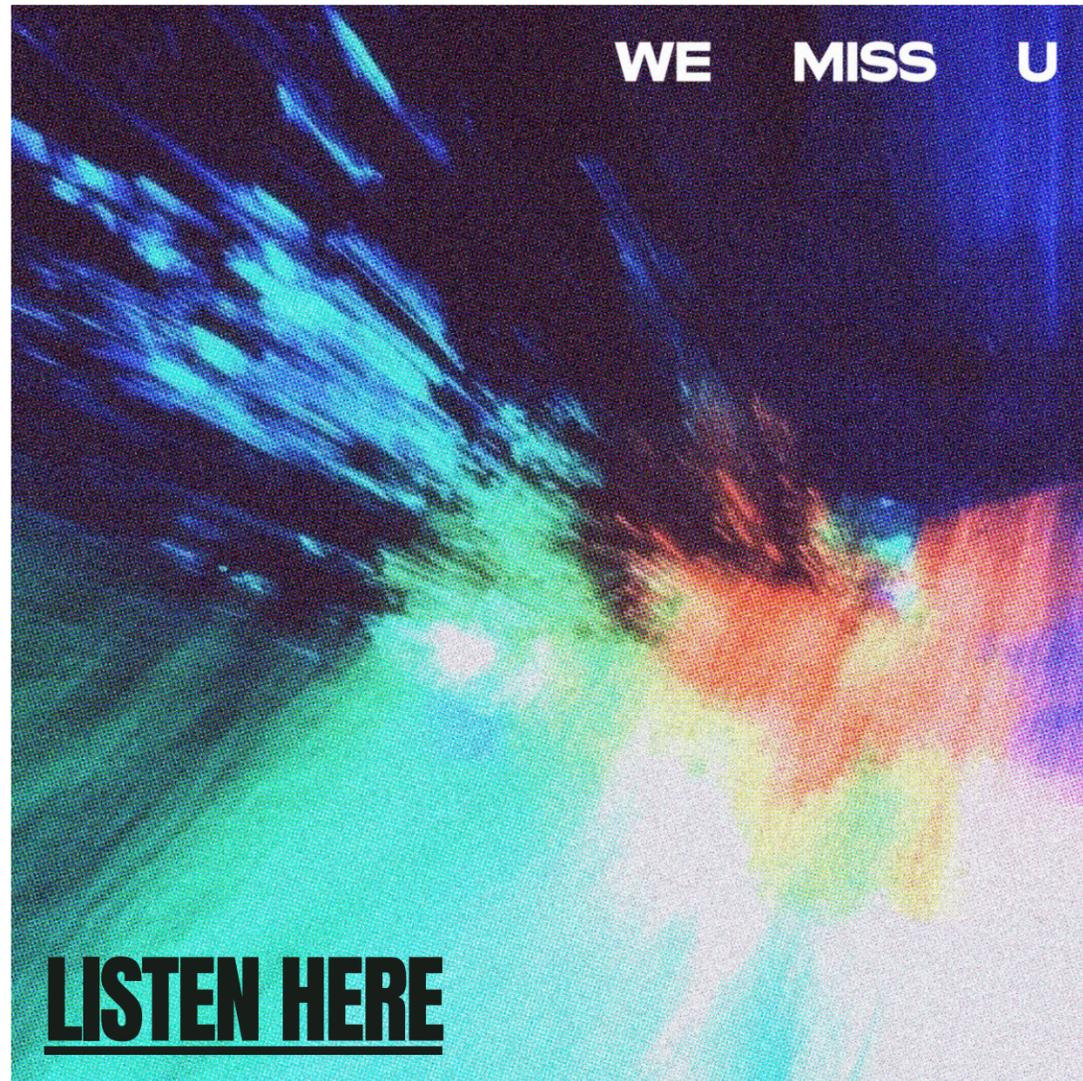
SOCIAL MEDIA

Social media campaign page on Instagram with a community activation, #walkwithus

Active CTA content and raising awareness through influencer marketing.



RESULTS



MEDIA HIGHLIGHTS

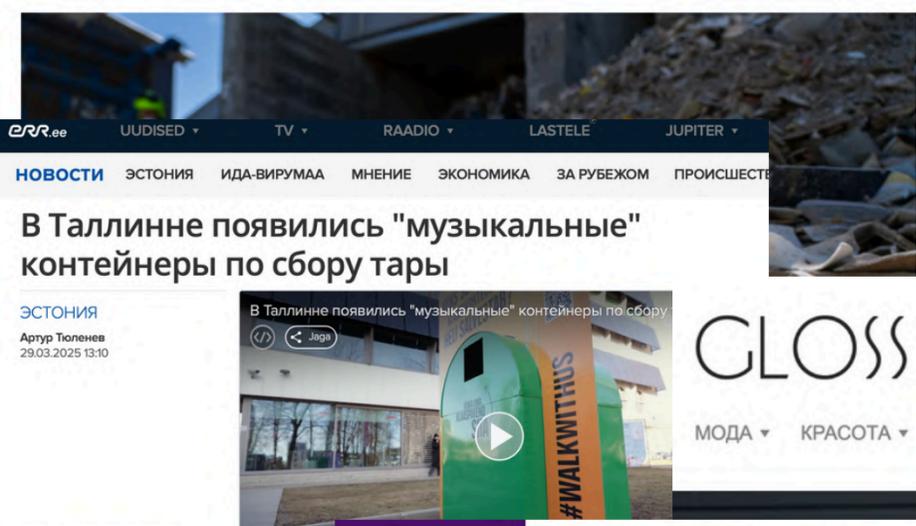
The campaign received extensive and diverse media coverage across Estonian and Russian-language platforms, significantly raising public awareness about waste sorting and packaging recycling, especially focusing on glass. Coverage ranged from environmental portals to mainstream news, lifestyle media, and television, indicating strong cross-audience reach.

- **Awareness-building phase** started with thought leadership pieces on Rohegeenius and Bioneer, setting the societal context by highlighting Estonia's lag behind the EU average in waste recycling.
- The official **campaign launch and innovative container installation** generated widespread media interest. Stories appeared in Postimees Rus, Delfi Bublik, Rohegeenius, Bioneer, and several niche outlets like Sky.ee, Business-M, GoodNews, and Gloss, emphasizing the creative concept of sound-recording containers and the emotional link between recycling and music.
- Exclusive **educational content on glass sorting practices** was featured in Anne & Stii and Bioneer, helping to inform consumers on why glass should be separated from other materials.
- Four **TV coverage** added a strong visual and emotional component: ERR Horisont and Kanal 2 Õhtu! showcased the music experiment with Raul Ojamaa, and TV3 News and Telehommik contributed further to visibility among broad audiences.
- The campaign's closing phase, featuring the music track created from the sound of recycling glass, brought renewed attention and emotional closure to the campaign's story. Coverage appeared in ERR Kultuur, Sky, Muusikaplaneet, Bioneer, GoodNews, and again across Delfi Bublik, Business-M, and Gloss.
- **The audience size** of the media coverage is approximately **533,000 people**, whom we were potentially able to reach through our campaign activities.

ROHEMAJANDUS

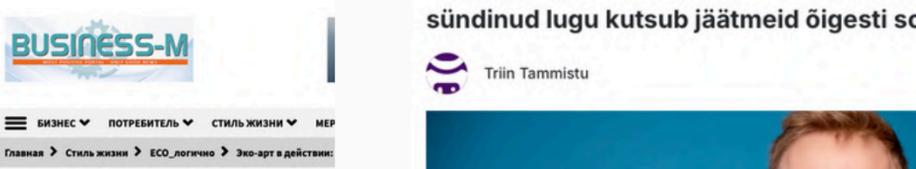
Eesti jääb prügi sorteerimises ja ringlussevõtul Euroopa keskmisest maha

Rohegeenius 21. veebr. 2025 kell 11:23



В Таллинне появились "музыкальные" контейнеры по сбору тары

ringlusse saatmisel jääme Euroopa Liit määr ulatuma 65 protsendini, kuid Et



"Tegin prügist muusikat" Raul Ojamaa klaasiklirinast sündinud lugu kutsub jäätmeid õigesti sorteerima

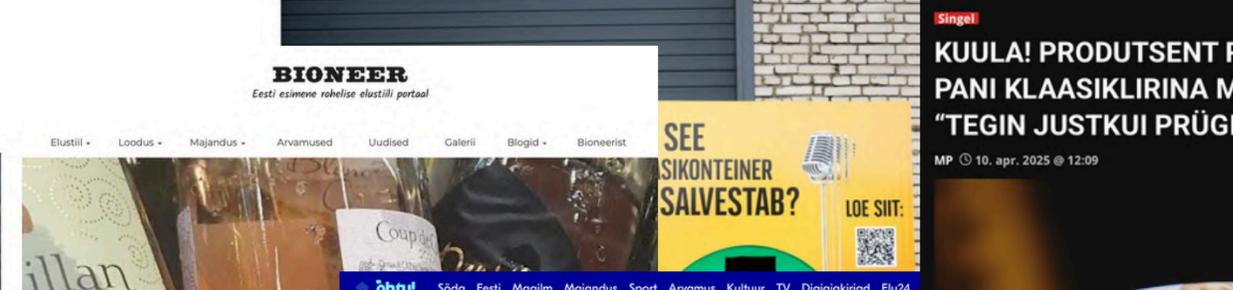


Звуки переработки: как стеклянные отходы становятся музика

Tallinnas rännanud helisalvestav klaasikonteiner on oma töö teinud: helid on kogutud ning uus elektrooniline muusikapala Raul Ojamaalt valmis. "Tegin justkui prügist muusikat. Ja minu jaoks on see muusikaline taaskasutus," rääkis Ojamaa. Pala jääb meenutama, et iga purunemine on millegi uue algus ning et klaaspakendi õige koht on klaasikonteineris.

В Таллинне установлен контейнер для стекла, записывающий звуки

26.02.2025, 19:00



«ÕHTU!» > KUULA: Tegime Raul Ojamaaga purustatud klaasist muusikat



Житель Эстонии в среднем пр...

Prke algatas sotsiaalkampaania, mis suunab inimesi pakendeid sorteerima. Küläs käis muusikaprodutsent Raul Ojamaa, kes tegi prügikasti visatud klaaspurkidest muusikat.

Millist häält teeb taas helisalvestav klaasiko



Музыкальный контейнер для стекла, бутылок и банок. Из этих отходов эстонский гитарист и продюсер Рауль Ойямаа записывает звуки, чтобы создать музыкальный трек, который будет представлен публике в апреле.

Tallinnas rändab ringi ainulaadne klaasikonteiner, mis kogub kokku pudelite ja -purkide helid. Kogutud helidest loob tunnustatud Eesti kitarrist ja produtsent Raul Ojamaa uue elektroonilise muusikapala, mis jõuab avalikkuseni aprillis.

В Таллинне установлен контейнер для стекла, записывающий звуки



ПОСЛУШАЙТЕ | „Я как будто сделал музыку из мусора“. Эстонский продюсер превратил звон стекла в музыку



Путешествующий по Таллинну стеклянный контейнер, записывающий звуки, завершил свою миссию: звуки собраны, и новая электронная композиция от Рауля Ойямаа готова.

Õie Eesti on tuhandeid klaaspakendi kogumiskonteinereid – nii kortermajade juures kui ka avalikes pakendipunktides. See on suur edusamm! Tänu sellele saame suunata väga puhta klaasmaterjali ringlusesse.

Miks koguda klaaspakendit teistest materjalidest eraldi? Miks koguda klaaspakendit teistest materjalidest eraldi? Miks koguda klaaspakendit teistest materjalidest eraldi?

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Эко-арт в действии: Контейнер записывает звуки переработки: как стеклянные отходы становятся музика

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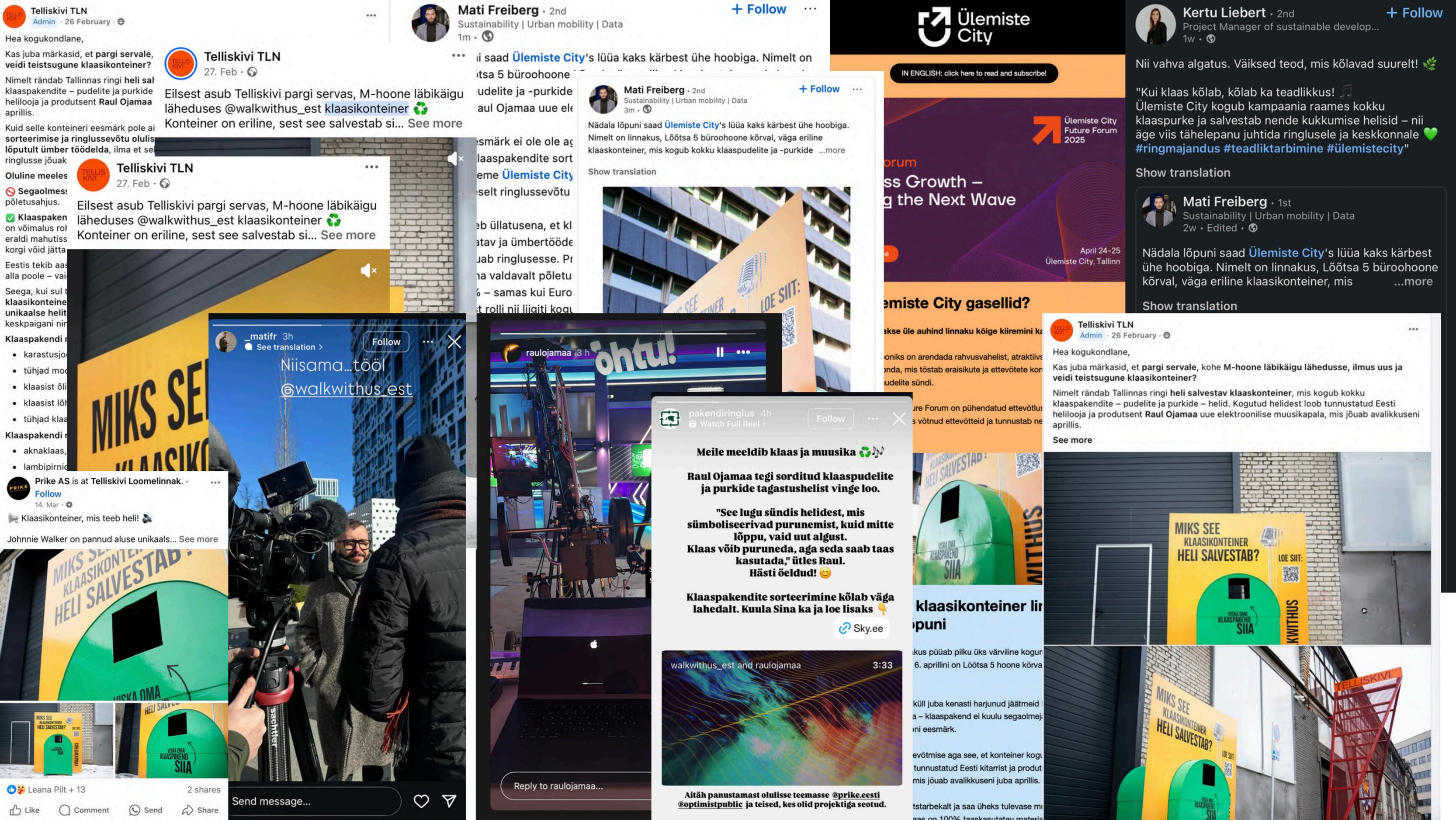
SPECIAL FOCUS ON TV AS THE MEDIUM WITH THE BIGGEST REACH



COLLABORATION ROOTED IN A
SHARED BELIEF IN THE MESSAGE



IN ADDITION TO SPREADING THE MESSAGES IN STAKEHOLDERS'S OWNED CHANNELS, WE ENGAGED COMPANIES THAT SHARE THE SAME GOALS TO AMPLIFY THE CAMPAIGN'S COMMUNICATION AND IMPACT. FOR EXAMPLE, EXPERTS FROM ÜLEMISTE CITY, TELLISKIVI TLN, TVO, AND THE ESTONIAN CIRCULAR ECONOMY PLATFORM PARTICIPATED AS SPOKESPERSONS IN VARIOUS INTERVIEWS, STRENGTHENING THE CREDIBILITY AND REACH OF THE CAMPAIGN MESSAGES.



Telliskivi TLN Admin · 26 February ·

Hea kogukondlane,

Kas juba märkasid, et pargi servale, veidi teistsugune klaasikonteiner?

Nimelt rändab Tallinnas ringi heli salvestav klaasikonteiner – pudelite ja purkide helilooja ja produtsent Raul Ojamaa aprillis.

Kuid selle konteineri eesmärk pole ai sorteerimise ja ringlussevõtu olulis lõputult ümber töödelda, ilma et se ringlusse jõuak

Oluline meele

Segaolmes: põletusahjus.

Klaaspaken on võimalus ro eraldi mahutiss korgi võid jätta

Eestis tekib aas alla poole – vai

Seega, kui sul t klaasikonteine unikaalse helit keskpaigani nir

Klaaspakendi r

- karastusjo
- tühjad mod
- klaasist õli
- klaasist lõh
- tühjad klaa

Klaaspakendi r

- aknaklaas,
- lambipirni

Prike AS is at Telliskivi Loomelinnak. ·

Klaasikonteiner, mis teeb heli!

Johnnie Walker on pannud aluse unikaals... See more

Leana Pilt + 13 2 shares

Like Comment Send Share

Telliskivi TLN 27. Feb ·

Eilsest asub Telliskivi pargi servas, M-hoone läbikäigu läheduses @walkwithus_est klaasikonteiner

Konteiner on eriline, sest see salvestab si... See more

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_matifr 3h See translation > Follow

Niisama...tööl @walkwithus_est

Prike AS is at Telliskivi Loomelinnak. ·

Klaasikonteiner, mis teeb heli!

Send message...

Like Comment Send Share

Mati Freiberg · 2nd Sustainability | Urban mobility | Data 1m ·

ii saad Ülemiste City's lüüa kaks kärbest ühe hoobiga. Nimelt on

itsa 5 büroohoone

udelite ja -purkide

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smärk ei ole ole a

laaspakendite sort

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selt ringlussevõtu

eb üllatusena, et kl

atav ja ümbertööde

uab ringlusesse. Pr

na valdavalt põletu

% – samas kui Euro

st rolli nii liigiti koa

Reply to raulojamaa...

Mati Freiberg · 2nd Sustainability | Urban mobility | Data 3m ·

Nädala lõpuni saad Ülemiste City's lüüa kaks kärbest ühe hoobiga.

Nimelt on linnakus, Lõotsa 5 büroohoone kõrval, väga eriline

klaasikonteiner, mis kogub kokku klaaspudelite ja -purkide ...more

Show translation

MIKS SEE KLAASIKONTEINER HELI SALVESTAB? LÕE SIIT:

pakendinglus 4h Watch Full Reel > Follow

Meile meeldib klaas ja muusika

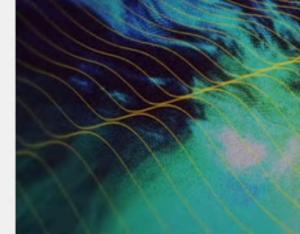
Raul Ojamaa tegi sorditud klaaspudelite ja purkide tagastushelist vinget loo.

"See lugu sündis helidest, mis sümboliseerivad purunemist, kuid mitte lõppu, vaid uut algust. Klaas võib puruneda, aga seda saab taas kasutada," ütles Raul. Hästi öeldud!

Klaaspakendite sorteerimine kõlab väga lahedalt. Kuula Sina ka ja loe lisaks

Sky.ee

walkwithus_est and raulojamaa 3:33



Aitäh panustamast olulisse teemasse @prike.eesti @optimistpublic ja teised, kes olid projektiga seotud.

Ülemiste City

IN ENGLISH: click here to read and subscribe!

Ülemiste City Future Forum 2025

Forum

ss Growth –

g the Next Wave

April 24–25 Ülemiste City, Tallinn

emiste City gasellid?

akse üle auhind linnaku kõige kiiremini ka

oniks on arendada rahvusvahelist, atraktiivs

onda, mis tõstab eraisikute ja ettevõtete kon

udelite sündi.

ure Forum on pühendatud ettevõtte

s võtnud ettevõtteid ja tunnustab ne

MIKS SEE KLAASIKONTEINER HELI SALVESTAB? LÕE SIIT:

Kertu Liebert · 2nd Project Manager of sustainable develop... 1w ·

Nii vahva algatus. Väiksed teod, mis kõlavad suurelt!

"Kui klaas kõlab, kõlab ka teadlikkus!

Ülemiste City kogub kampaania raames kokku

klaaspurke ja salvestab nende kukkumise helisid – nii

äge viis tähelepanu juhtida ringlusele ja keskkonnale

#ringmajandus #teadliktarbimine #ulemistecity"

Show translation

Mati Freiberg · 1st Sustainability | Urban mobility | Data 2w · Edited ·

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...more

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See more

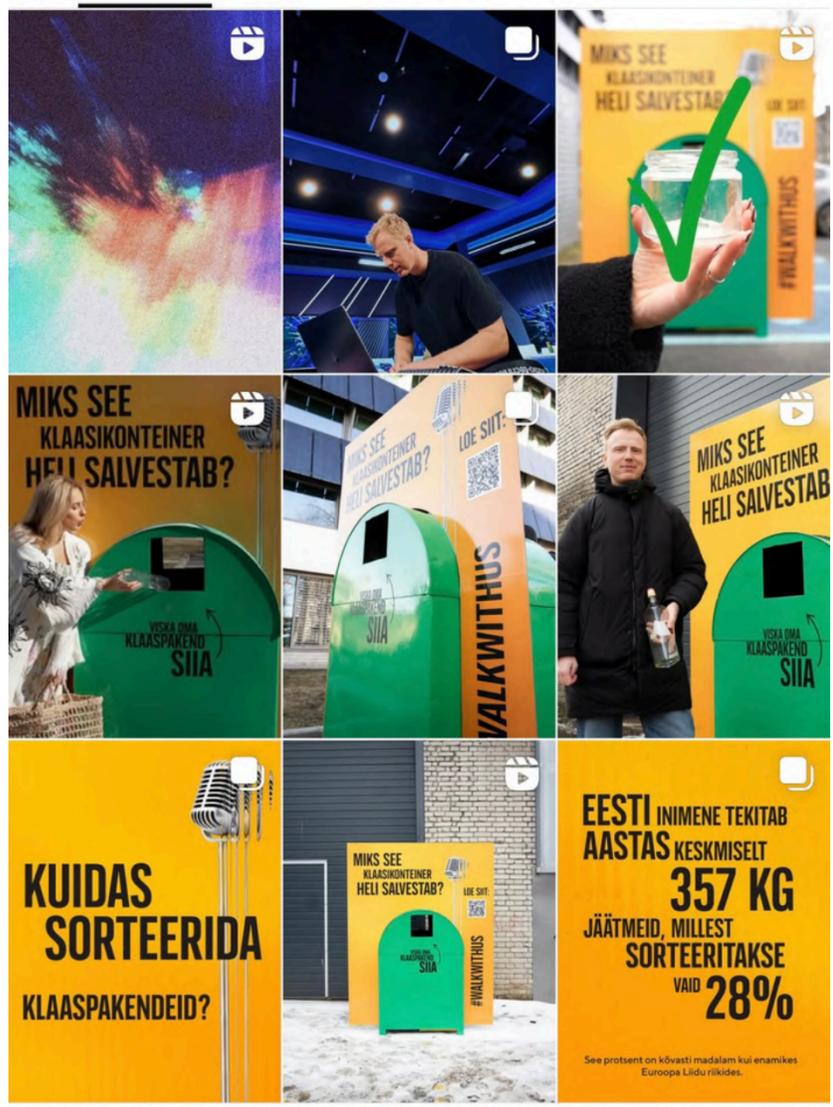
MIKS SEE KLAASIKONTEINER HELI SALVESTAB? LÕE SIIT:

What's on your mind?

#walkwithus

9 posts 96 followers 5 following

Klaasi taaskasutamine on muusika looduse kõrvadele. Lõime klaasikonteineri, mis salvestab heli ning võtab selle koos pakenditega uuesti ringlusesse. See translation



We set up an Instagram account to serve as the campaign's landing page. The glass container installed in public spaces directed people to the account, offering them the opportunity to learn more about the campaign's purpose and goals.

The account featured a mix of content:

- informative posts about why the campaign was created,
- practical tips on sorting glass,
- and behind-the-scenes insights into the creation of the campaign's signature track.
- collaboration with an influencer.

INSTAGRAM HIGHLIGHTS

Total views in campaign period:

130,454, with 91.5% driven by paid ads
→ Reached a **broad audience** through targeted promotion

Accounts reached 51,585 unique users

By content type:

- Reels – 49.3% of total views (most effective format)
- Stories & Posts – 25.4% each

Top performing content:

- "Why does this glass container record sound?" – 32K views
- "How to sort glass packaging?" – 26K views
- → **Striking visuals + curiosity-based messaging = strong results**

Profile activity: 1,895 profile visits